

Implementation of *Digital Marketing* in Efforts to Increase Sales *Home Industry* Custom Fishing Rod

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Abstract

The creative industry in Indonesia, particularly the home industry, is experiencing rapid growth due to the presence of various product innovations that cater to increasingly diverse market needs. The home fishing rod industry faces difficulties in expanding the market and increasing product sales. One of the main obstacles in expanding the audience is limited marketing and promotion. Therefore, digital marketing plays a crucial role in boosting sales and broadening the market reach. The purpose of this service is to help home industry players in custom fishing rods understand and implement digital marketing strategies through social media, creating optimized websites, and using digital advertising. The methods used in this service include needs analysis, training in the use of social media, website creation and optimization, and the use of digital advertising, such as Facebook Ads. The expected result is that home industry players in custom fishing rods can compete in the global market by using the right digital marketing.

Keywords: Custom Fishing Rods, Digital Marketing, Home Industry, Sales Increase

INTRODUCTION

The development of the creative industry in Indonesia is growing rapidly with various product innovations that suit increasingly diverse market needs (Uddin, 2022). *Home industry custom* Fishing rods are an example of a promising home industry. One of the service partners is Badak Rod Blank (BRB), owner of the fishing rod business, Mr. Djoko Legowo. Even though BRB is in Surabaya, it has customers outside Surabaya and even throughout East Java. Figure 1 shows an example of a BRB product.



Figure 1. Example of a custom BRB fishing rod product

BRB Offers products that are unique and suit the specific needs of customers, industries *custom* fishing rod (Wahudi et al., 2024). BRB has great potential to develop rapidly (Wahudi et al., 2024). However, BRB owners face major

challenges in terms of effective marketing and promotion (Karunia Putri et al., 2024). Limited resources such as capital, networks and technological understanding are the main causes that must be faced (Kuntoro & Suseno, 2024).

Efforts to help businesses *home industry custom* fishing rods in expanding customer networks and increasing sales, digital marketing strategies are very useful and necessary (Triwijayati et al., 2023). Traditional marketing strategies that rely on conventional methods such as promotions in local markets or through communities and friends are often unable to produce significant sales increases, especially for goods with a wider and specific market, such as custom fishing rods (Sudirjo et al., 2023).

Digital marketing, which includes various digital tools and platforms such as social media, websites, and paid advertising on the internet, allows businesses to reach a wider audience at a lower cost than traditional marketing strategies (Sijabat et al., 2022). The use of social media, such as Instagram, Facebook, and TikTok can help improve *brand awareness*, promote goods, and deal directly with consumers outside Surabaya (Haryanto et al., 2024). When using an optimized website and

digital advertising such as Facebook Ads, BRB owners can increase product visibility on the internet and attract more customers (Taryono, 2023).

As shown in Figure 2, BRB owners currently use Facebook as a digital marketing platform, and the BRB website is used for marketing and promotions. The BRB website is still in the development stage and can be accessed via URL <https://badakrodblack.com/>, as shown in Figure 3.

Currently, BRB owners use Facebook and websites as digital marketing media. The BRB owner's Facebook has the meta verified blue tick (Octaviani et al., 2023), as shown in Figure 2. The BRB website is used as marketing and promotional media. Currently the BRB website is still in the development stage and can be accessed on the page <https://badakrodblack.com/>, as shown in Figure 3.

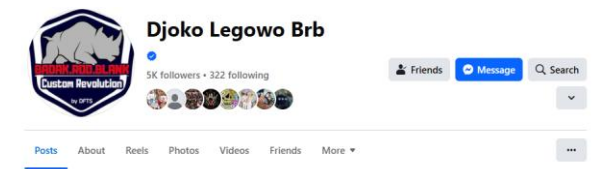


Figure 2. Facebook BRB

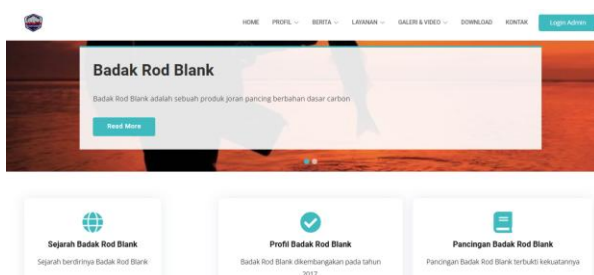


Figure 3. Website BRB

Digital marketing, which includes a variety of technology-based marketing strategies, is considered effective for helping small and medium enterprises (SMEs) compete in an increasingly competitive market. Previous studies on the use of digital marketing to increase customer loyalty, increase brand awareness, and reach a wider market in the custom fishing rod industry. This provides an opportunity to learn the best strategies to overcome problems and understand market opportunities in the custom fishing rod industry.

It is hoped that the approach used will provide practical results-oriented solutions, as well as enrich the literature on digital marketing, especially in the craft-based business sector. Custom fishing rod crafts apply digital marketing elements, such as social media, website optimization and digital advertising.

The aim of community service is to provide training and assistance to custom fishing rod home industry players on how to use digital marketing appropriately. Therefore, service partners have the ability to effectively utilize the potential of digital technology to overcome marketing challenges and increase product sales. It is hoped that the correct application of digital marketing will have a positive effect on increasing sales, expanding market reach, and strengthening customer relationships. In the end, it helps the custom fishing rod home industry business develop and survive.

IMPLEMENTATION METHOD

The following are several steps in the community service process, namely:

1. Needs Analysis

In the initial stage, a needs analysis is carried out to determine the existing conditions of *home industry custom fishing rod*. Analysis includes:

- The business profile includes the target market, production quantities, and marketing methods used.
- Business owner information about *digital marketing*.
- Market potential can be achieved with digital marketing.
- Data collection takes the form of direct interviews with business people, observation and analysis of the data used. The results of the analysis are used as a basis for designing mentoring and training programs.

2. Make Program Training and Mentoring

Based on the needs analysis, the training and mentoring program is designed as follows:

a. Social Media Training

Includes creating and optimizing an account on Facebook, creating creative content, using hashtags, and managing interactions with customers.

- b. Website Creation and Optimization
Provides instructions on creating responsive and easy-to-use websites as well as an introduction to SEO techniques to increase visibility in search engines.
 - c. Use of Digital Ads
Instructions on how to create and manage digital ads using Facebook Ads, including how to target the audience well.
 - d. Customer Data Management
Provides instruction on how to use customer data for more appropriate and successful marketing strategies.
3. Implementation of Training
Training is provided in the form of an interactive workshop divided into several sessions:
 - a. Theory Session
Discusses the concept of digital marketing, its benefits, and its application in the custom fishing rod industry.
 - b. Practice Session
Discusses content creation, social media management, simple website design, and organizing digital advertising campaigns.
 4. Assistance and Implementation
BRB owners are assisted in implementing digital marketing strategies that have been learned after training. This assistance includes:
 - a. Social Media Account Monitoring
Evaluate content, customer interactions, and the success of implemented strategies.
 - b. Website Management
Technical assistance with managing websites, such as improving search engines and integrating e-commerce platforms.
 - c. Digital Advertising Management
Record advertising campaign results to ensure effective use of advertising budget.
 5. Evaluation and Monitoring

Evaluations are carried out periodically to evaluate the success of the service program through:

- a. Sales Data Analysis
Comparing sales data before and after digital marketing implementation.
- b. Feedback
Gathering feedback from business actors to help improve the program in the future.

RESULTS AND DISCUSSION

Service activities have been carried out according to plan and involve training, mentoring and evaluation. The following are the results of the service activities, namely:

1. Digital Marketing Training
BRB owners understand the basic concepts of digital marketing, such as using it to increase sales (Figure 4). The BRB owner has successfully created and managed his Facebook account (Figure 5).



Figure 4. Digital Marketing Training

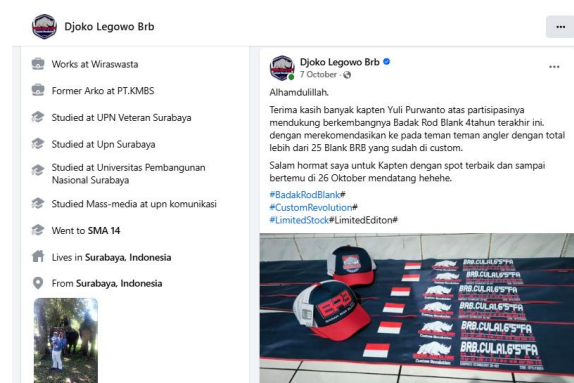


Figure 5. Facebook account management

2. Website Creation and Optimization
 BRB owners are given basic technical training on simple website creation and SEO implementation. A responsive website was successfully created to display fishing rod product catalogs, product information, and create interesting product or activity descriptions, as shown in Figure 6.



Figure 6. BRB Website Information

3. Digital Advertising Assistance
 Assistance in using Facebook Ads is provided to run advertising campaigns (Figure 7). Digital advertising allows custom fishing rod products to reach a wider and more segmented audience.



Figure 7. Digital Advertising Assistance

4. Digital Marketing Socialization to the Local Fishing Community
 One important strategy is to hold outreach to the fishing community local which is on Prigi Beach, Trenggalek Regency, East Java Province. The aims of this socialization are: encouraging the community to support and utilize home industry products more widely.

Figure 8 documentation of outreach to the local fishing community.



Figure 8. Angler Community Socialization

CONCLUSION

Community service activities were successfully carried out and produced a positive impact. Training and mentoring activities, the application of digital marketing has a significant impact on increasing sales and expanding the market. Some of the results of service activities are:

1. Increased knowledge and skills
 BRB owners understand the concept of digital marketing and implementing strategies such as managing social media, building websites, and running digital advertising campaigns.
2. Digital Media Effectiveness
 The use of social media Facebook and websites as the main marketing channels has increased the visibility of fishing rod products by increasing customer interaction, the number of followers and the number of visitors to the BRB website.
3. Business Sustainability
 The digital marketing strategy used not only results in increased sales in the short term, but also increases business sustainability through increasing customer awareness and customer loyalty to the brand.

SUGGESTION

Based on various considerations from the results of service, there are several suggestions given for maintaining and developing similar service activities, namely:

1. Strengthening the Capacity of Business Actors
Businesses must continue to learn about the latest digital marketing trends, such as creative content optimization, social media analytics, and better digital advertising management.
2. Collaboration with the Community
The market for custom fishing rod products is very close to the fishing community, so business actors are advised to actively collaborate with local communities. BRB owners can be event management, collaboration in sales, or exclusive discounts for community members.
3. Continuous Mentoring
It is important for service implementing institutions or groups to provide further assistance to business actors, especially during the initial implementation stage. Assistance can help business actors overcome technical problems and encourage BRB owners to implement digital marketing independently.

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